

The background of the slide features a large American flag waving over a blue ocean under a cloudy sky. In the center-right, the words "AMERICA'S NAVY" are rendered in large, 3D, metallic letters. The letters are reflective and cast a clear reflection on the water's surface. The word "AMERICA'S" is on the top line, and "NAVY" is on the bottom line, with a small five-pointed star positioned between the two words.

AMERICA'S NAVY

Navy Localized Messages
NRD Houston

CAMPBELL-EWALD | GLOBALHUE | ACCENTMARKETING | GOLINHARRIS



Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good...and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

We protect and defend freedom around the world, and we also offer great opportunities for a great career.

And, remember.... our CNO's tenets:

Warfighting first, operate forward, be ready

All² good things take GREAT people!



70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea...**on the land**
- In ships...**on the water**
- In submarines...**under the water**
- In planes and helicopters...**over the water**

70 - percent of the Earth's surface is covered by water

80 - percent of the world's people live near the ocean

90 - percent of all international trade travels by the sea

100 - America's Navy is always 100% on watch

Our mission is to meet America's threats far away, so those threats cannot harm us here.



Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Houston

Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

Key Message 2: Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Texas, with over 15,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. *(This is an example for the entire state – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence.)*
- The Navy forges true leaders such as Petty Officer First Class **xx** who not only serves his country as a Recruiter, recruiting the best and brightest talent for America's Navy, but also contributes his time to his local community, conducting coat drives for the poor. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project.)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR **xx** who recruits Medical Officers to go out and use their experience and skills to serve their country – their patients. *(This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, etc.)*
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Houston, we employ **xx*** Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. *(You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer.)*

Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- A world beyond everyday caring. More than 4,300 physicians, 1,200 dentists and 3,900 nurses provide world-class, hands-on care in the United States Navy serving those in need. We are always searching for the best and brightest, offering tuition assistance and recruiting from top universities such as the University of Texas Medical School at Houston and Baylor College of Medicine to join the military ranks. *(This is an example focusing on medical and calling out a few universities in NRD Houston - tailor this message to the schools you recruit from and give examples of the tuition assistance available.)*
- As a member of the Navy Medical Corps, you may serve in some of the most dynamic environments imaginable while furthering your expertise among 30 specialty areas, and pursuing your true passion for helping others, thus becoming a part of the Navy's mission as a global force for good. We are searching for the best and brightest to be part of something far bigger than the community you serve, and are recruiting from top universities such as the University of Texas Medical School at Houston and Baylor College among many others. *(This is an example of showing the strength of the Medical Corps and making it relevant to your local NRD - tailor the universities you are recruiting from and add any recruiting bonuses you give to Medical Officers.)*
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy Physician or a Dentist, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings.)*

Localized Recruiting Key Messages

Key Message 3: Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world. The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide. Here in Houston, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the specific region or area.)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace. And in Houston this weekend, our Sailors' mission was to help out at the Houston Food Bank and deliver meals to families in need. *(This is an example of tying the Global Force for Good message to what Sailors are doing locally - insert different examples that make sense relative to the events going on in your district.)*
- Texans, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Houston, or the people of Louisiana, etc.)*

Localized Recruiting Key Messages

Key Message 4: Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in Houston, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the specific region or area.)*
- Thank you to our Navy families in Houston. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family. *(When tailoring this message, include the specific region or area.)*



Texas Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **52** of the Fortune 500 ranked companies are based in cities in Texas, with Exxon Mobil, Phillips 66, Valero Energy, AT&T, ConocoPhillips, Dell, Enterprise Products Partners, Sysco Plains All American Pipeline and Tesoro ranked in the top 100 (ranked in revenues):
 - Exxon Mobil, Phillips66, Valero Energy, AT&T, ConocoPhillips, Dell, Enterprise Products Partners, Sysco, Plains All American Pipeline, Tesoro, Halliburton, AMR, Fluor, Kimberly-Clark, Baker Hughes, United Services Automobile Assn., HollyFrontier, National Oilwell Varco, Energy Transfer Equity, Southwest Airlines, Apache, Marathon Oil, Waste Management, Anadarko Petroleum, J.C. Penney, Dean Foods, Texas Instruments, Whole Foods Market, EOG Resources, Kinder Morgan, Tenet Healthcare, Western Refining, GameStop, Cameron International, KBR, Commercial Metals, Group 1 Automotive, CenterPoint Energy, Enbridge Energy Partners, NuStar Energy, Celanese, Quanta Services, CC Media Holdings, FMC Technologies, Dr Pepper Snapple Group, Targa Resources, Energy Future Holdings, MRC Global, Calpine, Susser Holdings, Spectra Energy, MetroPCS Communications.
- The Navy has a very visible presence in Texas with nearly 15,000 Navy personnel employed, including active duty and civilian personnel and four installations. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Texas's export shipments of merchandise which in 2012 totaled \$264.7 billion.



Texas Data Points

- Texas received \$133,324 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
 - The Texas Department of Agriculture (TDA) will utilize STEP to assist eligible small businesses with promoting and exporting their products internationally. Such small businesses in Texas will be those that are owned and controlled by socially and economically disadvantaged individuals, women, and veterans and/or service-connected disabled veterans; located in rural areas; and that have an interest in new-to-market export opportunities in the People's Republic of China.
- A total of 40,056 companies exported goods from Texas locations in 2011. Of those, 37,374 (93.3 percent) were small and medium-sized enterprises (SMEs) with fewer than 500 employees.
- SMEs generated nearly one-third (30.4 percent) of Texas' total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 7.8 percent of Texas' total private-sector employment. Over one-quarter (26.1 percent) of all manufacturing workers in Texas depended on exports for their jobs (2011 data latest available).
- The state's largest export market was Mexico. Texas posted merchandise exports of \$94.5 billion to Mexico in 2012, 35.7 percent of the state's total merchandise exports. Mexico was followed by Canada (\$23.9 billion), China (\$10.3 billion), Brazil (\$10 billion), and the Netherlands (\$9.6 billion).

Texas Data Points

- The state's largest merchandise export category was petroleum and coal products, which accounted for \$56.9 billion of Texas's total merchandise exports in 2012. Other top merchandise exports were chemicals (\$47 billion), computers and electronic products (\$45.1 billion), machinery (\$29.5 billion), and transportation equipment (\$25.1 billion).
- In 2012, the following metropolitan areas in Texas recorded merchandise exports: Houston-Sugar Land-Baytown (\$110.3 billion), Dallas-Fort Worth-Arlington (\$27.8 billion), San Antonio-New Braunfels (\$14.0 billion), El Paso (\$12.8 billion), Austin-Round Rock-San Marcos (\$9.0 billion), Corpus Christi (\$5.8 billion), Beaumont-Port Arthur (\$5.4 billion), Laredo (\$5.2 billion), McAllen-Edinburg-Mission (\$5.2 billion), and Brownsville-Harlingen (\$4.6 billion).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
 - Lockheed Martin Corporation - \$13,270,313
 - Bell Boeing Joint Project Office - \$2,383,783
 - L-3 Communications Holding, Inc. - \$1,924,373
 - N.V. Koninklijke Nederlandsche - \$1,450,140
 - Raytheon Company - \$1,342,322
 - Valero Energy Corporation - \$1,049,290
 - Textron Inc. - \$916,421
 - The Boeing Company - \$667,146
 - Petromax Refining Co., LLC - \$539,736
 - Hensel Phelps Construction Co. - \$488,542



Texas Data Points

- Top Medical Schools
 - [University of Texas Southwestern Medical Center](#) (#20 U.S. News Best Medical Schools: Research, #21, U.S. News Best Medical Schools: Primary Care, Dallas, Texas)
 - [Baylor College of Medicine](#) (#21 U.S. News Best Medical Schools: Research, #49, U.S. News Best Medical Schools: Primary Care, Houston, Texas)
 - [University of North Texas Health Science Center](#) (#35, U.S. News Best Medical Schools: Primary Care, #55 U.S. News Best Medical Schools: Research, Denton, Texas)
 - [University of Texas Health Science Center - San Antonio](#) (#52, U.S. News Best Medical Schools: Primary Care, #67, U.S. News Best Medical Schools: Research)
 - [Texas A&M Health Science Center](#)* (#71, U.S. News Best Medical Schools: Primary Care, #83, U.S. News Best Medical Schools: Research, College Station, Texas)
- Top Engineering Schools
 - [University of Texas - Austin](#) (#8, U.S. News Best Engineering Grad Schools)
 - [Texas A&M University - College Station](#)* (#12, U.S. News Best Engineering Grad Schools)
 - [Rice University](#)* (#31, U.S. News Best Engineering Grad Schools, Houston, Texas)
 - [University of Houston](#)* (#77, U.S. News Best Engineering Grad Schools)
 - [University of Texas - Dallas](#) (#77, U.S. News Best Engineering Grad Schools)
 - [University of Texas - Arlington](#) (#88, U.S. News Best Engineering Grad Schools)
 - [Texas Tech University](#) (#93, U.S. News Best Engineering Grad Schools, Lubock, Texas)
 - [Southern Methodist University](#) (#121, U.S. News Best Engineering Grad Schools, Dallas, Texas)
- Top Chaplain Schools
 - [Abilene Christian University](#) - (Abilene, Texas)
 - [Hardin-Simmons University](#) - (Abilene, Texas)
 - [Southern Methodist University](#) - (Dallas, Texas)
 - [University of Dallas](#)
 - [Saint Edward's University](#) - (Austin, Texas)

*Indicates university with NROTC program

Texas Data Points

- Four ships have borne the name *USS Texas*:
 - The first *USS Texas* (1892) was laid down by Norfolk Naval Ship Yard, on 1 June, 1889, launched 28 January 1892 and commissioned 15 August 1895. She was decommissioned 27 January, 1896 and recommissioned 20 July 1896. The ship was decommissioned two more times by 1911 and renamed *San Marcos* on 16 February 1911. She was sunk as a target off Tangier Island, Maryland, 22 March 1911, by the battleship *New Hampshire* (BB-25).
 - The second *USS Texas* (BB-35), 1914-1948, a 27,000-ton *New York*-class battleship built at Newport News, Virginia, was commissioned in March 1914. In May, she steamed to Vera Cruz to support the occupation of that Mexican city. Regular operations with the Atlantic Fleet began in mid-year and continued to January 1918. She then crossed the ocean to join the Grand Fleet in the North Sea, where she remained to the end of the First World War. *Texas* returned to the United States in late December 1918 and again took up her duties with the Atlantic Fleet. Reassigned to the Pacific Fleet in mid-1919, *Texas* came back to the Atlantic in 1924, when she again visited Europe on a training cruise. The ship received new oil-fired boilers and many improvements to her combat systems in a major modernization that began in 1925. With her appearance transformed, *Texas*' operations alternated between the Atlantic and the Pacific until 1931, when her base was shifted to California. When the second World War began in September 1939, she joined other Atlantic Squadron ships in maintaining a Neutrality Patrol, an activity that became increasingly warlike when the U.S. Navy began convoying western Atlantic shipping in 1941. The next year, with the nation now formally at war, *Texas* escorted troops and supplies to Panama, West Africa and the British Isles. After an overhaul, *Texas* went to the Pacific, arriving in the war zone in time to take part in the February 1945 Iwo Jima invasion. From late March to late May, she operated off Okinawa, firing her guns against Japanese positions and helping to fight off suicide plane attacks. *Texas* was preparing for the invasion of Japan when the war ended in August 1945. She left the Western Pacific in late September and spent the next three months transporting veterans home. Returning to the Atlantic coast in February 1946, *Texas* was inactive until April 1948, when she was placed out of commission and turned over to the State of Texas. She has been maintained as a memorial at San Jacinto ever since.



Texas Data Points

- Four ships have borne the name USS *Texas* (cont.):
 - The third USS *Texas* (CGN 39, formerly DLGN 39) was laid down by Newport News Shipbuilding Co., Newport News, Va. on 18 August 1973, launched 9 August 1975 and commissioned 10 September 1977. She is the second ship in the *Virginia*-class of nuclear powered guided missile cruisers and was the third ship in the Navy named after the state of Texas. She was decommissioned 16 July 1993. USS *Texas* was homeported in Bremerton, Wash., and is now situated at the Puget Sound Naval Shipyard in Washington awaiting scrapping.
 - The fourth USS *Texas* (SSN-775) a *Virginia*-class attack submarine was built by Northrup Grumman in Newport News, Virginia and was launched, 9 April 2005. Commissioned on 9 September 2006, as of October 2009, the ship's current homeport is in Pearl Harbor, Hawaii.



Texas Data Points

- Texas is proud to be home to 70 Medal of Honor recipients that span from the Civil War to the Vietnam War:
 - Machinist First Class George Frederick Phillips received a Medal of Honor for extraordinary heroism and uncommon valor in action in connection with the sinking of the USS *Merrimac* at the entrance to the harbor of Santiago de Cuba 2 June 1898. Despite heavy fire from the Spanish shore batteries, Machinist First Class Phillips displayed extraordinary heroism throughout this operation.
 - Seaman First Class Johnnie David Hutchins received a Medal of Honor for extraordinary heroism and conspicuous valor above and beyond the call of duty while serving on board a Landing Ship Tank (LST-473), during the assault on Lae, New Guinea, 4 September 1943. As the ship on which Seaman First Class Hutchins was stationed approached the enemy-occupied beach under a hail of fire from Japanese shore batteries, a hostile torpedo pierced the surf and bore down upon the vessel. In the tense split seconds before the helmsman could steer clear of the threatening missile, a bomb struck the pilot house, dislodged him from his station, and left the stricken ship helplessly exposed. Fully aware of the situation, Seaman First Class Hutchins, although mortally wounded by the shattering explosion, grasped the wheel and maneuvered the vessel clear of the advancing torpedo. Still clinging to the helm, he succumbed to his injuries.
 - Hospital Corpsman John Edward Kilmer received a Medal of Honor for conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty as a Medical Corpsman attached to Company H, Third Battalion, Seventh Marines, FIRST Marine Division (Reinforced), in action against enemy aggressor forces in Korea, on 13 August 1952. With his company engaged in defending a vitally important hill position during an assault by large concentrations of hostile troops, Hospital Corpsman Kilmer repeatedly braved intense enemy mortar, artillery, and sniper fire to move from one position to another, administering aid to the wounded and expediting their evacuation. Painfully wounded himself when struck by mortar fragments while moving to the aid of a casualty, he persisted in his efforts and inched his way to the side of the stricken Marine through a hail of enemy shells falling around him. Undaunted by the devastating hostile fire, he skillfully administered first aid to his comrade and, as another



Louisiana Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **Three** of the Fortune 500 ranked companies are based in cities in Louisiana (ranked in revenues):
 - CenturyLink, Entergy, Shaw Group
- The Navy has a visible presence in Louisiana, with approximately 5,000 Navy personnel employed, including active duty and civilian personnel and assets including NSA New Orleans and NAS JRB New Orleans. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Louisiana's export shipments of merchandise which in 2012 totaled \$62.9 billion.
- Louisiana received \$796,000 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
 - The STEP program enables Louisiana to conduct 10 regional international business and export-focused workshops designed to educate 125 companies on the benefits, opportunities, and "ABC's" of exporting, as well as country-
 - specific seminars designed to educate 80 companies on the export climate and business strategies. Louisiana Economic Development (LED) plans to lead 35-40 companies on international trade missions/trade shows and to match 100 companies to either incoming reverse trade mission or trade show export leads.
 - Further, LED plans to assist companies in their international business efforts by providing a partial reimbursement of their export promotion- related expenses.



Louisiana Data Points

- A total of 4,432 companies exported goods from Louisiana locations in 2011. Of those, 3,715 (83.8 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-third (34.6 percent) of Louisiana's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 10.2 percent of Louisiana's total private-sector employment. Over one-fifth (21.5 percent) of all manufacturing workers in Louisiana depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
 - Electronic Data Systems Corporation - \$1,048,501
 - Shaw Environmental & Infrastructure - \$464,905
 - Exxon Mobil Corporation - \$354,572
 - Placid Refining Company LLC - \$272,567
 - Textron Inc. - \$223,342
 - Swiftship Shipbuilders, LLC - \$183,204
 - Northrop Grumman Corporation - \$149,138
 - Weeks Marine, Inc. - \$137,533
 - Cubic Defense Systems, Inc. VE - \$114,618
 - Chugach Government Services, Inc. - \$114,469



Louisiana Data Points

- The state's largest export market was China. Louisiana posted merchandise exports of \$9.3 billion to China in 2012, 14.8 percent of the state's total merchandise exports. China was followed by Mexico (\$6.5 billion), Japan (\$3.8 billion), the Netherlands (\$3.4 billion), and Canada (\$2.7 billion).
- The state's largest merchandise export category was petroleum and coal products, which accounted for \$23.2 billion of Louisiana's total merchandise exports in 2012. Other top merchandise exports were agricultural products (\$19.5 billion), chemicals (\$8.2 billion), food & kindred products (\$5.1 billion), and machinery (\$1.8 billion).
- In 2012, the following metropolitan areas in Louisiana recorded merchandise exports: New Orleans-Metairie-Kenner (\$24.4 billion), Baton Rouge (\$5.8 billion), Lake Charles (\$4.7 billion), Lafayette (\$726 million), Houma-BayouCane-Thibodaux (\$437 million), Shreveport-Bossier City (\$310 million), Monroe (\$146 million) and Alexandria (\$74 million).



Louisiana Data Points

- Top Medical Schools
 - [Louisiana State University Health Sciences Center- New Orleans](#)*
 - [Louisiana State University Health Sciences Center - Shreveport](#)*
 - [Tulane University](#)* - (New Orleans, Louisiana)
- Top Engineering Schools
 - [Louisiana State University - Baton Rouge](#)* (#93, U.S. News Best Engineering Grad Schools)
 - [Tulane University](#)* (#102, U.S. News Best Engineering Grad Schools, New Orleans, Louisiana)
 - [Louisiana Tech University](#) (#126, U.S. News Best Engineering Grad Schools, Ruston, Louisiana)
 - [University of Louisiana - Lafayette](#)
 - [University of New Orleans](#) *
- Top Chaplain Schools
 - [Centenary College of Louisiana](#) - (Shreveport, Louisiana)
 - [Our Lady of Holy Cross College](#) - (New Orleans, Louisiana)
 - [Xavier University of Louisiana](#)* - (New Orleans, Louisiana)
 - [Loyola University New Orleans](#)*
 - [New Orleans Baptist Theological Seminary](#)

*Indicates university with NROTC program

A close-up, slightly blurred image of the American flag, showing the stars and stripes in a draped, wavy pattern. The colors are vibrant, with the blue field of stars on the left and the red and white stripes on the right.

Louisiana Data Points

- Five ships have borne the name USS *Louisiana*:
 - The first USS *Louisiana*, a sloop built in New Orleans in 1812, played a vital role in the defense of New Orleans during the war of 1812. From 23 December 1814 to 8 January 1815, the sloop *Louisiana* pounded advancing British troops, providing naval gunfire support for General Jackson's troops. She was credited with playing a key role in the defeat of the British and keeping the valuable port of New Orleans in American hands.
 - The second USS *Louisiana* (1861-1864) a 295-ton gunboat, was built at Wilmington, Delaware, in 1860 as the commercial steamship of the same name. She was purchased by the Navy in July 1861 and placed in commission in August. Through most of the Civil War, *Louisiana* was employed along the coasts of Virginia and North Carolina, enforcing the blockade of the Confederacy and participating in operations against enemy positions ashore. In September 1861 she exchanged gunfire with CSS *Patrick Henry* off Newport News, Va. During the following month *Louisiana* helped secure Chincoteague and Wallops Island, capturing or destroying four sailing vessels in the process. In early January 1862 she went to Hatteras Inlet, North Carolina, to begin operations on the North Carolina Sounds, where she took part in the capture of Roanoke Island and New Bern. She was later involved in several expeditions up enemy-held rivers, used her guns to support troops ashore and seized two Confederate schooners. In November 1864, USS *Louisiana* was converted to a kind of large bomb for use in an upcoming attempt to capture Fort Fisher, which guarded the approaches to the blockade-running port of Wilmington, North Carolina. Filled with gunpowder, she was run ashore near the fort on the night of 23-24 December and set afire. When the flames reached the explosives, the resulting blast completely destroyed *Louisiana*, but had no adverse effect on Fort Fisher and its defenders, who had to be overcome by naval bombardment and amphibious assault in January 1865.

A close-up, slightly blurred image of the American flag, showing the stars and stripes in a draped, wavy pattern. The colors are vibrant, with the red stripes and blue field with white stars being prominent.

Louisiana Data Points

- Continued...:
 - The third USS *Louisiana* (BB-19), 1906-1923, was a 16,000-ton *Connecticut*-class battleship built at Newport News, Virginia, and commissioned in June 1906. During that year and the next, she was active in the Gulf of Mexico and Caribbean areas, including making a diplomatic visit to Havana, Cuba, in September 1906 and carrying President Theodore Roosevelt to Panama later that year. From December 1907 until February 1909, *Louisiana* steamed around the world with the other battleships of the "Great White Fleet." During this cruise, she called on ports in Trinidad, South America, Mexico, the U.S. west coast, Hawaii, Australia, the Philippines, Japan, China, Ceylon, and the Mediterranean. Overhauled following her return to the United States, *Louisiana* was fitted with the then-new "cage" masts. For the next six years, she primarily operated off the U.S. east coast and in the Caribbean area, participating in Atlantic Fleet battleship exercises. She also made two cruises to European waters in late 1910 and in mid-1911. In April-August 1914, *Louisiana* was one of many U.S. warships that took part in the occupation of Vera Cruz, Mexico. From late 1915 until the spring of 1917, she was employed on training duties when not in reserve. *Louisiana's* World War I service, from April 1917 until the Armistice of 11 November 1918, mainly consisted of gunnery and engineering training operations along the U.S. Atlantic coast and undertook convoy escort missions during the conflict's last two months. From December 1918 until mid-1919 she served as a troop transport, bringing servicemen back to the United States from Europe. USS *Louisiana* was reclassified BB-20 in July 1920 and decommissioned the following October. After three years of inactivity, she was sold for scrapping in November 1923.

A close-up, slightly blurred image of the American flag, showing the stars and stripes in a draped, wavy pattern. The colors are vibrant, with the blue field of stars on the left and the red and white stripes on the right.

Louisiana Data Points

- Continued...:
 - The fourth USS *Louisiana* (BB-71), a *Montana*-class battleship, was designed with an increased emphasis on anti-aircraft defenses. With a displacement of 58,000 tons, a length of 903 feet, and a beam of 120 feet, these dreadnaughts would have dwarfed even the *Iowa*-class battleships. Construction of the USS *Louisiana* was authorized on 19 July 1940 and assigned to the Norfolk Navy Shipyard at Portsmouth, Virginia. However, plans for this class of battleship were abandoned as the war progressed and the focus of naval warfare shifted from the battleship to the aircraft carrier. Before her keel could be laid, construction of USS *Louisiana* was cancelled on July 21, 1943.
 - The fifth USS *Louisiana* (SSBN-743), an *Ohio*-class ballistic submarine, was laid down, 23 October 1992, at the Electric Boat Division of General Dynamics Corp., Groton, CT and launched, 27 July 1996. She was commissioned on 6 September 1997 and assigned to the Pacific Fleet at Naval Base Kitsap, Silverdale, Washington.



Louisiana Data Points

- Louisiana is proud to be home to 23 Medal of Honor recipients that span from the Civil War to the Vietnam War:
 - Ensign Theodore Stark Wilkinson, Jr. received a Medal of Honor for distinguished conduct in battle during the engagements of Vera Cruz, Mexico, 21 and 22 April 1914, on board the USS *Florida*. Ensign Wilkinson fought for two days, leading his men with skill and courage.
 - Ensign Thomas John Ryan, Jr. received a Medal of Honor for heroism in effecting the rescue of a woman from the burning Grand Hotel, Yokohama, Japan, on 1 September 1923. Following the earthquake and fire which occurred in Yokohama on 1 September, Ensign Ryan, with complete disregard for his own life, extricated a woman from the Grand Hotel, thus saving her life.
 - Commander Howard Walter Gilmore received a Medal of Honor for distinguished gallantry and valor above and beyond the call of duty as Commanding Officer of the USS *Growler* (SS-215) during her Fourth War Patrol in the Southwest Pacific from 10 January to 7 February 1943. Boldly striking at the enemy in spite of continuous hostile air and antisubmarine patrols, Commander Gilmore sank one Japanese freighter and damaged another by torpedo fire, successfully evading severe depth charges following each attack. In the darkness of night on 7 February, an enemy gunboat closed range and prepared to ram the *Growler*. Commander Gilmore daringly maneuvered to avoid the crash and rammed the attacker instead, ripping into her port side at 11 knots and bursting wide her plates. In the fire of the sinking gunboat's heavy machineguns, Commander Gilmore calmly gave the order to clear the bridge, and refusing safety for himself, remained on deck while his men preceded him below. Struck down by bullets, in his final living moments, Commander Gilmore gave his last order to the officer of the deck, "Take her down." *Growler* dived; seriously damaged but under control, she was brought safely to port by her well-trained crew inspired by the courageous fighting spirit of their dead captain.

References

- Texas:
 - Listing of FORTUNE 500 companies:
http://money.cnn.com/magazines/fortune/fortune500/2013/full_list/
 - Texas export information:
<http://www.trade.gov/mas/ian/statereports/states/tx.pdf>
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 - Top 10 contractors:
http://siadapp.dmdc.osd.mil/personnel/L03/fy09/atlas_2009.pdf
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<http://navysite.de/cg/cgn39.htm>
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